

December, 1958

the Canadian

Realtor

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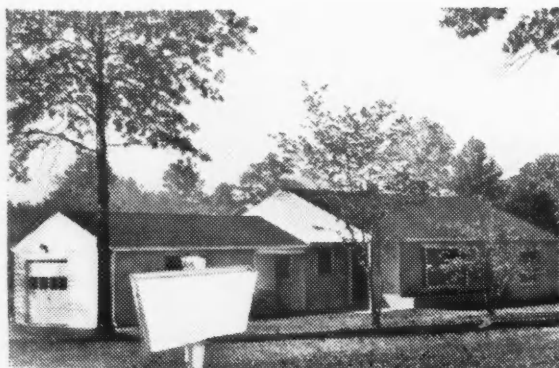
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FRONT COVER PICTURE

The cares of the day are forgotten . . . what is past is past! And, after young Robert has performed a faultless and angelic solo and the church has caught the last whisper, of the last chorus of Noel . . . Robert will take his turn in the file to the vestry, treading with all the dignity of budding manhood, to doff his surplice, leave the church then . . . promptly proceed to have his other eye blackened!

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CANADIAN REALTOR — DECEMBER, 1958

the Canadian Realtor



"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves." — Charles Dickens.

PRESIDENT EXTENDS CHRISTMAS GREETINGS

This issue of The Canadian Realtor will reach us at the end of a year that started out rather darkly but which is winding up with a surge of confidence. When the business of the year is finally tallied it will probably be one of the very good post war years.

I have no doubt that this confidence which is now upon us will bring to us all good times and much prosperity in 1959. As this very important year in my life comes to an end I should like to take advantage of this opportunity to thank all those at every level in our Association who made this year such a pleasant experience for me. I should also like to take advantage of this opportunity which the Editor has given me to wish Donald Koyle and his Executive great success for the year 1959. We can all be assured that our Association is in very excellent hands.

As this Christmas season comes upon us I wish all our members the great joys of Christmas and much good health and happiness for 1959.

Murray Bosley, President

CANADIAN ASSOCIATION REAL ESTATE BOARDS

Vol. 4

December, 1958

No. 12

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PRESIDENT-ELECT ACCEPTANCE ADDRESS

LAST OF 2 PARTS

The health of the new housing business across the country has everyone wondering where it will end. However, the war baby turns twenty-one this year and the next, and the year after, and becomes a new statistic as a family formation. Where previously we had 60,000 new family formations per year, this now becomes 100,000 new families per year, as this group grows so certainly Canada can sustain a new house construction target of at least this size. Perhaps not the 150,000 being built in 1958, but certainly a new house industry of substantial size is here to stay.

I wonder if history isn't repeating itself throughout the world. Go back with me in civilization and look what has taken place. This current 50 years we all admit belongs to Canada. Its a future that we have to win. Progress is accomplished only by taking Natural Resources, adding human resources, and multiplying the total with tools.

In the real estate business our resources are the properties we have for sale—the human resources—ourselves and our sales staffs, and the tools, our service to the public rendered through experience and education.

The burden of labor is gone. We use one worker to three in Russia and 10 in China.

But what of these human resources and their use. China died because of enslavement to ancestor worship, they had no future. India disappeared

Donald Koyl, Saskatoon, was elected to fulfil the office of President of the Canadian Association of Real Estate Boards effective January 1959.

In the first of these two articles, which appeared in the November Realtor, Mr. Koyl made a forecast of 1959, and also mentioned the vital need for education, especially amongst the newer salesmen.

CANADA CAN SUSTAIN A TARGET OF



100,000 STARTS EACH YEAR

when they became divided by the caste system. Egypt's slaves walked across the Red Sea and the Egyptians had forgotten how to work. Greece, with her commerce became wealthy. Her people had a four-hour day with the rest for pleasure (their heritage of the arts is terrific) but Greece failed to notice Rome building to the West and they themselves were enslaved. Rome built to the point of three slaves to one Roman and financially broke all

the economies of her slave nations through taxes. With Rome's end, civilization took hundreds of years to recover until Napoleon and the British fought over the rights to civilization at Waterloo.

England and France may be our dearest and best allies but the future has passed from Europe to this continent.

Look over the world today, some country has to follow the bronze age, the iron age of England and today we have the gold age of the U.S.A. and the war age of Russia. But some country has to be chosen to usher in and accept the expansion age, the greatest age man has ever known. The age when all unused land areas of this world will fill with population.

Canada is the world's hope.

Our country, like the U.S.A., was built on the premise that if we worked hard enough and invented well enough we decreased the unit cost of articles and services, so more of us could share and enjoy the benefits.

But what have we done? Today it isn't hard work to many. The only hard work performed is in the avoidance of work and the question is constantly before most "How can I get more money and do less". Here is the disaster that can take away this half century from Canada.

The Dictaphone Corp. in their monthly pamphlet came up with quite a statement this year. It said in part,

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"Mediocrity of salesmanship is part of our national pattern, it is the age of the half done job."

The land is populated with laundrymen who won't iron shirts, waiters who won't serve, carpenters who will come around someday, executives whose minds are on the golf course, teachers who demand a single salary schedule so that achievement cannot be rewarded nor poor work punished. The salesman who won't sell is only a part of this overall mess".

This article wondered, also, if history wasn't repeating itself.

Are the Russians the barbarians of today? Are we imitating Greece and Rome?"

We in this Association are challenged to see that Canada doesn't become another also ran in History.

Education within our ranks can help this Association. Ethics within our ranks can make us grow. Constant attention to Government legislation can protect the home owner and our business. The multiple listing service and License Laws can make us serve the public better. Our Magazine can not only educate, but can weld us into a closer knit group. Our membership and Public Relations can sell us as a group to the country. The Association more than ever, needs the local board and provincial group to suggest fields of endeavor and provide us with material for hard work.

I suggest to you all that the coming year see you aiding the local board effort in all ways possible. In this way you assure the success of your business and of this Association, but ask you not to confine your activities to the local issue because you risk losing sight of the wide spread organization here to guide Real Estate activity across the country.

This half century belongs to Canada. Our population will double before 1999 — every phase of business will do likewise. We here in Canada are managing our resources well, but need capital and population to make them grow.

Already the U.S.A. needs us for steel, base metals, aluminum. We have only begun to tap oil and natural gas. We have a stable government and fiscal policy. Our money tops the world. Informed investment is flowing freely.

But lets not throw it away. We can be talked into depressions — conversely we can avoid them. But only if we answer with action the question, "How can I do more for my fellow man". We can then by hard work and positive thinking walk first over the doorstep of tomorrow. And if Canada does that she will carry this great profession to the top in professional societies.

The greatest assets of this country cannot be found in the words oil, wheat, metals, timber, fisheries, transportation, communications, but rather in our Canadian character that is similar to the reason why you are a member of this Association. It is that you shun being humbled and dulled as "kept citizens" of your community and you prefer to accept the element of risk with the dreams that go along with that risk. This I believe, along with our belief in God, is a source of world recognition for Canada. I believe the spirit of Christmas is in the answer to the question "How can I do more for my fellow man?" Part of my answer to that question lies in extending to you and your families my best wishes for the blessings of Christmas and my hope that 1959 will be the best year ever in every respect.

* * *

Chile in South America has one of the longest coastlines in the world. This country is a narrow ribbon starting at 17° south and stretching to the tip of South America at 55° south. It has over 3,500 miles of south Pacific coastline, with country reminiscent of British Columbia, due to the Andes Mountains.

KOYL'S CHRISTMAS MESSAGE

Here in Canada we live throughout our cold clear winter in the heart of a Christmas card. All over this vast country of ours all we have to do is look outside and see winter framed in all its grandeur of snowdrifts and evergreens trimmed in white. From any high hill the dancing light of snowy brilliance displays skiers and skaters busy clearing the cobwebs from their minds.

For winter is fun time in Canada and if we buy our fun for a few cents and a few sore muscles, the investment is paid for by the beauty. Across the continent, through the Maritimes, the Laurentians, the dazzling green and white North country, the broad sweep of the prairies, and the grandeur of the Pacific Coast, this country waits to stimulate our imagination and lead us to greater achievements.

Our success in this country has always depended on our ability to convert problems into assets and troubles into helps.

Canada still needs many things but our growth over all is undiminished. We are the envy of the world but there is much to do. There are still people without large enough incomes, there are still people without adequate homes in which to live. Our job of work will never be finished. The last fifteen years has seen this organization grow from nothing to one of the most potent forces in the business and economic life in Canada today. With the potential that lies in the vast unoccupied parts of this country, the vast need for massive real estate projects makes us look forward to busy times ahead, but we must not lose sight of the social, cultural and educational problems that exist with their difficulties but similarly with their opportunities.

Donald H. Koyl

ANY WAY YOU LOOK AT IT



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DOWNTOWN TROUBLES!

What is happening to downtown shopping? Can downtown merchants expect a continuing level of business, or are they losing out to Shopping Plazas? If they are, what is the solution? Perhaps there is none for the older towns but, what about cities of the future? Can town Planners provide the necessary safeguards to protect a downtown merchant from these new Satellites?

A decade or two ago, it was an important event to make a trip downtown. Before the age of T.V. and the irritation of bucking traffic, a jaunt to the hub of the city was a looked for event. It was more than an event; it was a compulsion. The trip downtown on a Saturday took us out of the humdrum of weekday existence. We had a chance to see how others lived . . . what they wore . . . what they ate.

Those homologistic days have vanished. We are no longer as community minded, but rather, have developed into family entities. We say this is so with few exceptions. We note that the Euro-Canadians still find satisfaction window shopping, or just plain strolling the streets. However, the born and bred Canadians are quite different. We hasten in everything we do. And, not the least important of our post work affairs, is "hurry-up" shopping. We want to shop quickly so that we can rush home, or to any of the activities we have planned for the evening or weekend.

Coupled with this compulsive hurry, is the annoyance of our traffic problems. Whether the irritation set up by daily driving has caused our haste, or whether other factors have prompted it, we do not know. All we can claim is, that it exists.

No longer do we think of a trip by car as a leisurely break in our lives. Vehicular transportation of our bodies, from one point to another is an essential part of our life.

Thus, through these daily contacts with repression of free movement, we view with jaundiced eye any trip that is not necessary.

In the late forties, enterprising men syndicated themselves, borrowed money, lined up progressive merchants as clients, bought land in the path of anticipated developments, and proceeded to build Shop-

ping plazas. Their foresight was accurate. For they solved one of the difficult problems of daily living — unrestricted ease of shopping. In 1945, Ontario had 971,852 vehicles registered. Twelve years later this figure more than doubled to the fantastic total of 2,088,551 which clutter our streets and highways every day.

Toronto alone shows an unbelievable numerical strength. There are over one half million vehicles registered in Metropolitan Toronto. This figure does not include the thousands leaving or pouring into the City every day. Everyone has a car these days, and each owner wishes fervently that he could drive it with comparative freedom. He cannot, nor does it look like he ever will. However, the advent of Shopping Plazas, has at least given him a use for his car. They provide parking close to the scene of his or his wife's shopping.

The merchants of the downtown areas are perfectly aware of these encroachments, but no workable solution is available at present. Even the tremendous cost of purchasing off street parking areas, will only partially combat the inroads made by the newer Centres. The other day, an acquaintance of ours had parked downtown to shop. Coming back to the car, he spotted a card on his windshield, which read: "YOU PARKED IN TWO SPACES . . . YOU MADE ME PARK TWO BLOCKS AWAY — YOU STUPID MORON!"

This card caused a chuckle, but under it, you cannot help but note the profound irritation.

How serious is this outward movement of shopping habits? Nowhere can you find better evidence than that which was announced in October of this year, when two of the biggest guns in merchandising — T. Eaton

Company Ltd. and Robert Simpson Co. Ltd. — signified their intentions of locating in a \$25,000,000 Shopping Plaza on the North Perimeter of Toronto. Located at the junction of Dufferin Street and the Crosstown Express highway — 401, it epitomizes the ultimate in plaza construction. The 60-acre site will permit parking for 6,566 cars, and the buildings will cover 1,307,000 square feet.

Of course, the downtown merchants are not the only segments to suffer. The shopping plaza merchants have cause for worry. For instance, the Yorkdale Plaza, above mentioned, will influence the trade normally going to seven or more shopping plazas within a 4-mile radius. So, shopping plazas, therefore, are highly competitive amongst themselves.

Parking Not Complete Answer

In the foregoing paragraphs, we have laid the blame for de-centralization of shopping habits upon the ease with which one could park. However, we note that ease-of-parking is just a part of the influence which is changing Mrs. 1958. John D. McGillis, Director of Municipal Parking Authority for the City of Detroit, states:

"Many a retailer has looked at his diminishing receipts and decided that if only off-street parking were available for his customers all of his problems would be solved. His store is located in an old 'established' shopping area where he has done a good business for years. He is within a comparatively few feet of an important transfer corner on main transportation lines. While his business continues to decline, the new modern shopping centers some distance away are prospering. If only there were off-street parking!"

Wishful Thinking

Because his livelihood may be at stake he had better check to see whether or not his wishful thinking is really dreaming. Shopping habits have changed to quite a degree. However, while the automobile has come into use more and more as the means of conveyance from the home to the store, an off-street parking space, on its own, will not bring a single customer to the merchant. Even in the new shopping centers, with their acres of free parking, it is not the parking which is the first attraction to the buyer. The shopper is interested in the merchandise, in the merchandising, in the price, in opportunity to make comparisons and in several factors which are placed before parking.

of all the studies made by National and International Surveys. Comprehensive reports are abundantly evident for every phase of town-planning. Let us study these reports and utilize them to the fullest degree. Let us not keep pace with yesterday . . . but with tomorrow!

DOWNTOWN PROBLEMS

We in the Trucking business realize the part we play in impeding the flow of traffic in Metropolitan areas, and we are seriously studying this problem. However there are many obstacles placed in our path. When a commercial vehicle is blocked from point of delivery because a car is legitimately parked at a meter, then the truck driver is forced to double park in order to effect delivery. Had rear entrance delivery outlets been available these double parking offences would not have occurred.

—President,
National Truckers' Association.

CANADA'S LARGEST - BY FAR

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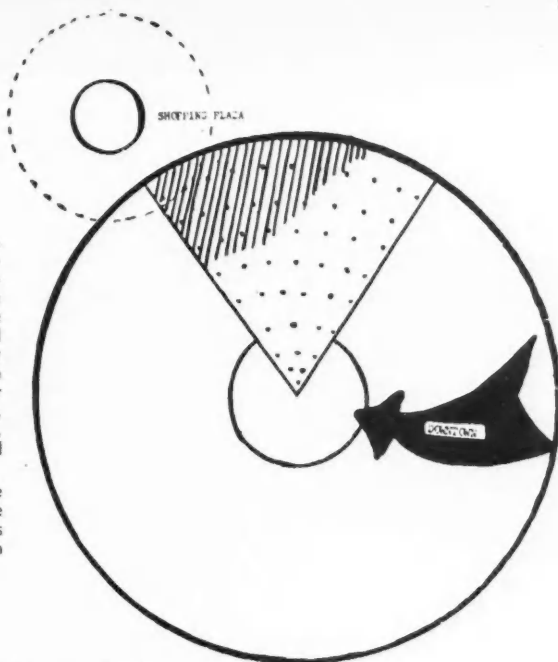
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• SPECIALISTS •**

A Trading Area is that area which surrounds and is influenced by the town or municipality. The size is nebulous and is determined by many factors, chief of which are proximity to other centres and/or rivers, undeveloped land, heights of land, road access, etc. If a shopping centre offers strong influence (parking, etc.) it pulls business away from downtown.



However, all things being equal, the business area with convenient parking facilities will outdraw the area without parking."

In order to protect the downtown business section, concerted action must be taken by civic government heads. Greater long range planning is needed. Positive solutions must be acted upon, not treated by lack-lustre execution.

—expressways must be built to handle the traffic in and out of the Hub.

—Public transportation, of the subway or mono-rail type are badly needed. This move offers the streets to other vehicular traffic.

—A thorough educational drive must be launched, to increase the efficiency of all drivers.

—More and bigger public-owned parking lots must be placed strategically both on the perimetres and in downtown areas.

For those towns that have a growth potential, doubling their present land area, now is the time for comprehensive planning. And this shouldn't be left to amateurs. Whenever fringe areas are annexed for development, prime consideration must be given to parking and transportation problems.

"The rush to suburbs will increase. The uncontrolled sprawl is our most serious planning problem today. Highways will lag behind demands and needs. Parking space of vehicles will (have to) increase as a land use need.

—Dr. E. G. PLEVA, Dept. Geography
University Western Ontario.

Future expressways and public transportation systems should be plotted; areas for parking should be considered, and streets should be laid out to facilitate non-congestion.

We have often wondered why civic planners haven't incorporated some plan to alleviate traffic congestion at busy intersections. A modified cloverleaf, bearing left turn traffic underground would certainly appeal. And too, under the street foot-traffic tunnels would decrease pedestrian fatalities, at dangerous intersections.

One more salient factor involved in the restrictive movement of traffic, are the commercial vehicles, who have to load and unload on busy streets. Had proper back lanes been provided for in town planning, these conditions would be negligible.

Cost factors are the burglar, we are told. Town planners say we can't afford the money now, for schemes that won't occur for several years. We agree with most of this reasoning. However, where we differ is the treatment given the drawing board. For it is within the power of all planning engineers to incorporate all the fruits

HOUSE ON THE MOON BY 1969?

Plans for a permanent "moon building" to house living quarters for moon explorers, laboratories for scientific research, maintenance shops for space vehicles and stations for earth-moon communications have been announced by the Wonder Building Corporation of America, Chicago.

Professor of Mining Engineering and Director of the Mining Research Laboratory, Colorado School of Mines, and former Associate Director of the Smithsonian Astrophysical Observatory, Cambridge, Mass.

Dr. Rinehart said that because of the present lack of knowledge and



Scale model of "moon building" designed as a permanent structure to house living quarters for moon explorers, laboratories for scientific research, maintenance shops for space vehicles and stations for earth-moon communications. Plastic bubble observatory in foreground is protected by sliding metal doors from intense ultra-violet radiation. Upper section over structure is a protective meteoric shield, designed to ward off gnatlike rain of interplanetary meteoric dust which descends with great velocity on the barren surface of the moon. Dome in center of barrier is traffic control tower. Built to scale one-inch equals 10 feet, moon building would be 340 feet long, 160 feet wide, 65 feet high; shield would measure 460 feet long, 380 feet wide, 83 feet high.

A detailed 5 by 6 foot scale model of the structure — a cigar shaped corrugated metal cylinder covered by a protective metal "meteoric shield" — was recently unveiled to military and federal government officials at a presentation in Washington, D.C.

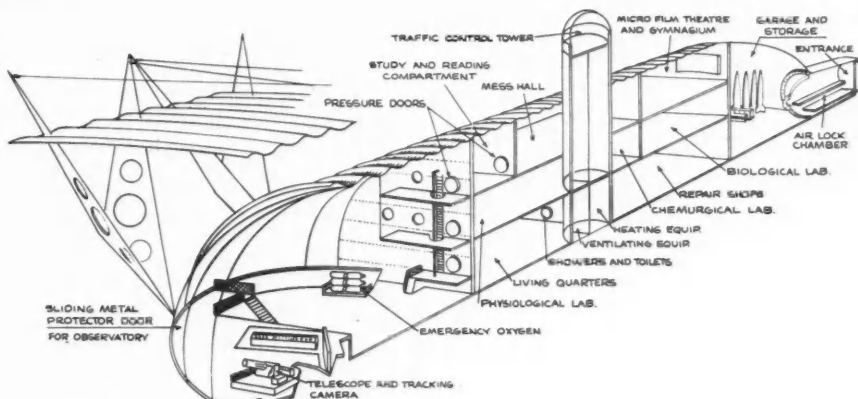
The moon building was designed and engineered by the Wonder Building Corporation under the technical direction of Dr. John S. Rinehart,

great divergence of opinion concerning the moon's surface, the moon building has been designed for the worst condition anticipated — a sea of dust upon which the building would float, anchored by heavy weights suspended by cables from the body of the structure. If the moon's surface proves to be sufficiently solid, it could then provide normal support for the building.

In actual size, the moon building would be 340 feet long, 160 feet wide and 65 feet high. Including air lock and plastic observation bubble, it would measure 520 feet in length. The building would be fabricated of aluminum alloys which combine high strength and low weight with ease of fabrication. Aluminum also provides a good reflecting surface which aids cooling problems.

the MOON BUILDING IS DESIGNED to WARD OFF METEORIC DUST

Cut-away drawing of interior of moon building, shows compartments for research, space for living quarters, observatories, etc. Entrance is made at one end of building (right) where air lock chamber is located. Pressure doors separate main areas from each other, prevent loss of internal pressure throughout building in case of accidental puncture by meteor penetrating overhead protective shield.



MOON BUILDING

Above and separated from the roof of the building is a slightly curved umbrella-shaped protective meteoric shield, designed to ward off the gnat-like rain of interplanetary meteoric dust which descends with great velocity on the barren surface of the moon. The shield would be 460 feet long, 380 feet wide and 83 feet high.

The entire shell of the building, and the protective barrier, would be fabricated of pre-engineered metal sheets secured by simple nut and bolt fasteners and welded structural connections. A unique "Truss-Skin" design developed by the Wonder Building firm provides completely useable interiors, without internal supports of any kind.

With space at a premium inside the moon building, the trussless concept would eliminate space wasted by ordinary structural supports, while the pre-engineered design would permit quick erection with minimum labor and tools.

Inside the moon building are:

- Living quarters, including rooms for sleeping, cooking, eating, and recreation.
- Physics, chemistry and biological laboratories.
- A control tower for communication, meteorological studies, earth observations, astronomical observations, traffic control, etc.

—Air conditioning, heating, power and refrigeration plants, oxygen producing units, extreme-temperature regulating devices, water supply and sewage processing plants.

—Machine shop and equipment maintenance areas.

Entrance to the moon building is made through an air-lock at one end, adjacent to which would be constructed a rocket landing area. Complete internal pressurization of the hermetically-sealed building provides an air pressure of at least 10 pounds per square inch, close to earth's normal atmospheric pressure of 14.7 pounds, the same as pressure used in high altitude airliners.

Heat and Cold Problems

Special refrigerating and heating plants cope with the extreme temperatures and tremendous temperature gradients which abound on the moon. Day and night on the moon are about two weeks long, with temperatures at lunar midday reaching 214 degrees F; at sunset, 32 degrees F, and at midnight, —243 degrees F.

There are no windows in the moon building, since ultraviolet radiation, normally absorbed by the earth's atmosphere, would be sufficiently intense to render panes of glass or plastic useless through discoloration.

Metal shutters protect the plastic observation bubbles.

Wonder Building Corporation of America, which undertook development of the moon building in October, 1957, following launching of the first Russian sputnik, is one of the nation's major manufacturers of pre-engineered metal buildings. The firm's long experience in pre-fabrication techniques led to their interest in designing the moon building, a structure which would necessarily have to be transported in small sections, with no single piece larger than the load-carrying capacity of future moon rockets.

Dr. Rinehart estimated that man could establish a building on the moon in ten years. ★

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Business established 1926

517 Hamilton St., Vancouver, B.C.

4th OF TEN ARTICLES ON Advertising & Promotion

By WES MITCHELL

how to prepare your mind for copy-writing

Whenever a new business is launched, a new product developed, new services offered, the chap behind the advertising gun should take important factors into consideration. By no stretch of imagination can any advertiser expect his product, service, or his company to be immediately accepted by an audience. If such was the case . . . if things were so rosy, that a person need only advertise once, we could consider ourselves in some sort of Utopia.

In order to understand the proper functions of advertising, we might say that a company goes through three stages until his product, name or service is fully familiar and acceptable



by the trade. The stages are as follows:

- 1). The pioneering stage.
- 2). The competitive stage.
- 3). The retentive stage.

Pioneering Stage

Let us set up a hypothetical-futuristic example of what this means. Let's assume that a builder has come up with a revolutionary type dwelling, whose walls are of a glass-like substance, which completely perimeter the home. Due to advanced designed electrical circuits, the walls give off

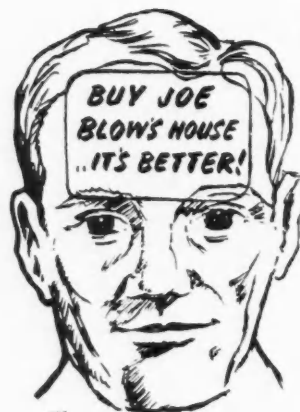


light, act as a heat absorber and have a polaroid molecular arrangement to allow only one way vision.

Now, here is the problem. No one has ever heard of this revolutionary house before. When they hear about it their curiosity is aroused and they wish to see it. But do they buy immediately? Hardly likely!

As the builder is introducing a strange type of construction, it disturbs the thinking and arouses skepticism. Therefore, the builder or Realtor, must create a desired brand image. He must "sell" the public on this new type of lodging. He must use his advertising as an instrument to make the buyer feel that he is foolish if he DOES NOT BUY THE HOUSE.

(Let's slide off on a tangent for a moment). In 1935 William J. Stout came out with a revolutionary car



called the Stout Scarab. Some of you may recall the Tear-drop shape, with the engine in the rear. A few models were sold, but brand image was never established, or at least if brand image was created, it wasn't the kind needed, for the car suffered a quick demise.

You can recall other products that have been revolutionary. From the straight razor, Gillette took you to the safety razor. Now we have the electric razor. Simmons pioneered the electric blanket. The trend also showed a move from an ice chest to the refrigerator, and washing machine from the scrubbing board.

"Sleep like a kitten under one cloud-like blanket"

All these products required advertising to pioneer initial sales. Simmons, for instance, said: "Imagine sleeping cosy as a kitten . . . regardless of blustery weather . . . under one cloud-like blanket, all night long! No more mountains of covers . . . no more chilly sheets . . . this amazing blanket protects from sudden drops of temperature. Its the only blanket that thinks for you as you sleep."

In this smart piece of copy, Simmons have created a desire, almost irresistible.

In the revolutionary home we might word our body copy (of layout) to read:

"Now, at last . . . the most revolutionary concept of modern living that science can produce. Your 'dream-future Home' is now a startling fact. Imagine crossing the threshold of the new and different Solar Magi-Wall Home, to be instantly clasped in sun-drenched warmth. Imagine performing all the functions of home operation by simply pressing buttons! Fantastic? Not the least bit!"

"In place of ordinary walls, the Solar Home enjoys the creature comforts of the amazing Magi-Wall. The Magi-wall captures AND STORES SUNLIGHT which heats your home and even on prolonged stormy days radiates heat. In the summer . . . press another button and the Magi-wall Polaroid system reflects the sun . . . cools off your home!"

"Wish to light up your home in the evening? . . . Press another button and Magi-wall will perform further magic . . . lights up your room in any colour you desire."

Magi-wall also allows you a panoramic view of the outside. No longer do you feel 'closed in' . . . gives you the feeling of living in pleasant space, yet with all the delight of sheer privacy. You can look out — no one can look in!"

"By the way — do you dislike changing storms and screens? Do you consider painting a chore? A Solar Magi-wall Home doesn't have this fatiguing work. A pail of suds and a squeeze brush will make your home sparkle like a jewel, within moments."

"COME SEE THE NEW POLAR MAGI-WALL HOME TODAY. DRIVE OUT TO BURNDAL PARK. HOME IS OPEN FOR INSPECTION FROM NOON TIL 9 EVERY EVENING . . ."

Of course it is difficult to write about a fictitious subject, however we have attempted to show how you go about creating "Brand image" plus a desire to own the advertised product.

The Competitive Stage

When Frigidaire first launched its new electrical product, the copy read, "Electricity takes the place of the ice man!"

Now that refrigerators are commonplace, inter-competition is set up. The manufacturer now says "Our refrigerator keeps your food (perishables) cold, YET NEEDS NO DEFROSTING!"

Another says, "Now . . . a Fridge with a magnetic door . . . needs no busy hands to open it! Just use a foot lever . . . door opens gently."

Your Ad, now that the type of product has consumer acceptance, must be designed to compete with other allied products.

Here, actually, is the key to the tremendous progress the world has made in the last fifty years. Advertising is the root. It has made the public aware of the new inventions. And by doing so, has created a demand for newer and better products, which in turn, thinking of economics, has given employment and a much better scale of living to the masses.

Retentive Advertising

You have created a brand image, now you advertise to retain that im-

Consistency of Advertising

A Builder advertises a new type of house, which arouses interest. However, its hard to conceive a reader saying "That sounds like a good home . . . let's buy it!"

Its not that simple. Very few people make up their minds instantly. Even if it seems that a person has done impulse buying, its safe to assume that the subconscious has had a part in the action. That portion of our minds has been affected by repeated messages, which it has retained. Finally when the need arises, the surface mind reaches down into the subconscious and produces the desire for a particular brand.

Planning Your Advertising

Who are you aiming for?

Do you have a complete knowledge of your product? (Listing?)

We've talked about audience selection and what medium is best suited to hit at a certain select group of buyers (see November Realtor). How-

*when the need arises, the surface mind reaches
down into the subconscious and plucks forth a
desire for a certain Brand!*

age. It is said that Coca-Cola spends one-third of their profits in advertising. Everyone knows the word "Coke". Most of us have seen films of other parts of the world. The writer remembers one film which showed the picture of a camel train moving through the centre of an Asiatic town. The camera caught a sign suspended outside a business, which showed, quite clearly, the words "Coca-Cola."

Many of you who watch T.V. see the Cigaret commercials. One firm in particular closes off the selling portion of the commercial with the request: "Remember . . . K——— Cigarets are a product of P——— L——— Limited."

Thus we have the institutional type of advertising, which keeps you constantly aware that the firm is very much in business.

ever, you must determine how best to advertise in an appeal to the certain strata (or social level) that your listing demands.

Nor can you write copy for a house that you haven't seen. Sure, you may have advertised a house you haven't seen, and quite possibly have sold it from the Ad. However, even in a very conventional home in a very conventional district, you may miss something that the home's physical presence would suggest. When you take a listing, say to yourself, "What is there about this home, or district, that I could write about, that would appeal to a buyer?"

Opera Aida

No, we're not going to discuss opera. We just want to use the in-
(Continued on page 19)

le programme de relations

Une entreprise ou une industrie peuvent posséder le programme de relations extérieures le mieux élaboré, le plus soigneusement établi qu'on puisse imaginer, et pourtant avoir des relations extérieures défectueuses.

La clef du problème réside dans l'individu lui-même, dans l'homme qui, en fait, a des contacts avec le public. Dans une large mesure, la réputation et le bon renom de son entreprise dépendent de lui.

Cela signifie-t-il que l'agent immobilier, par exemple, doit se charger de son propre programme de relations extérieures? Il le peut... et il le doit — parce que c'est de lui que dépend la qualité des relations avec le public dans sa profession et dans ses propres affaires.

La conception des relations extérieures est une tournure d'esprit qui est à ce point un facteur important dans la vente et les affaires qu'on le considère souvent comme allant de soi.

Cela commence probablement au téléphone, où se font, à longueur de journée, un si grand nombre de contacts avec le public; une mauvaise opératrice, le fait de ne pas passer rapidement la communication à la personne demandée ou de négliger de retourner un appel — tout cela ne constitue pas seulement des relations extérieures défectueuses, mais peut faire perdre des ventes.

Il existe par ailleurs un grand nombre d'éléments de relations publiques moins connus, dont l'agent immobilier peut se servir efficacement. L'un des plus importants est la causerie, parce que les conférenciers bien informés sont constamment demandés dans les clubs sociaux, les organisations religieuses ou autres groupes. Pour donner une causerie, il n'est pas nécessaire que vous soyez un orateur chevronné, et vous avez là une excellente occasion de parler des nombreux services que rend votre profession, ainsi que de quelques-uns de ses aspects moins connus.

Le véritable travail de l'agent immobilier lorsqu'il prononce une causerie, c'est de faire connaître au public sa profession et le service qu'il assure. Ce sont des relations extérieures au premier sens du mot, parce que le public juge une activité ou une profession en se basant

sur l'information qu'on lui donne, et moins il connaît quelque chose, moins son attitude envers elle est favorable. Donner une causerie entraîne aussi des avantages pratiques et peut souvent être aussi efficace qu'une série d'annonces.

Toutes les professions sont soumises au feu de la critique à un moment ou à un autre. Le point important n'est pas que la critique soit fondée ou non, mais votre réaction. Se contenter de rire des critiques, même quand elles ne sont pas acerbes, ce n'est pas faire preuve d'une bonne politique de relations extérieures ni d'un bon sens des affaires. En fait, la critique vous donne une occasion de remettre les choses au point immédiatement, en fournissant l'information exacte.

avez mises au point pour satisfaire rapidement les besoins de votre clientèle. Aucune publicité ne pourra faire seule ce travail, dont les individus eux-mêmes sont constamment responsables, car ce sont eux qui donnent à toute la profession sa physionomie.

Voici quelques mesures concrètes que vous pouvez prendre pour améliorer l'attitude du public envers votre entreprise et votre profession:

- vous pouvez prendre une part active dans les principales activités de votre région;
- vous pouvez veiller à ce que le public soit réellement et utilement informé sur vos activités et votre profession, ce qui vous permettra de couper court aux critiques non fondées ou fausses,

... une mauvaise opératrice, le fait de négliger de retourner un appel — tout cela peut faire perdre des ventes.

Les mauvaises interprétations et les critiques peuvent survenir à des niveaux très variés et souvent elles n'affectent pas directement nos activités. Pourtant, elles touchent les relations générales de notre profession avec le public et chaque agent devrait saisir l'occasion de les combattre. Ces occasions surviennent fréquemment, que ce soit dans des réunions locales de contribuables, en conseil municipal, ou même dans les journaux.

Souvent nous sommes trop occupés pour rédiger une réponse, et pourtant c'est là une des occasions de relations extérieures les plus importantes.

Votre programme de relations extérieures est un programme de longue haleine, à suivre de jour en jour. Il est aussi important que votre technique de vente ou que les méthodes que vous

en présentant les faits dans leur réalité;

- votre personnel et vous-même pouvez saisir toutes les occasions de parler de vos activités, soit à titre de conférencier, soit au cours de discussions particulières;
- vous pouvez publier des articles sur des sujets que vous connaissez bien quand l'occasion se présente. Ainsi vous diffuserez une information utile sur votre profession;
- vous pouvez veiller à ce que le public reçoive une impression favorable, en vous assurant que les contacts par téléphone et les contacts personnels sont faits adroitement.

Les relations extérieures n'ont rien de mystérieux: Il s'agit de s'assurer que chacun fait son travail correctement et de faire en sorte que le public le sache. ■

put PR into your daily work

A business or industry may have the most elaborate, carefully-designed public relations program ever instituted, and still have poor public relations.

The key to the problem is the individual himself, the man who actually comes in contact with the public. To a great degree, the reputation and good name of his business depends on him.

Does this mean that the individual realtor, for example, should operate his own public relations program? He can . . . and should . . . because he, more than anyone else, can raise the public relations level of his profession and his own business.

Public relations thinking is a state of mind that is so much a part of successful selling or servicing that it is often taken for granted.

It starts, perhaps, at the telephone, where many of the customer contacts are made throughout the day. A poor telephone operator; delays in reaching the man being called; failure to call back promptly—this is not the only bad public relations, but may mean the loss of a sale.

There are many less obvious public relations opportunities which the realtor can use effectively. One of the most important is the opportunity to make a speech, because well informed speakers are constantly in demand at service clubs, church organizations, and other groups. The speaker need not be a polished platform performer, and he has an excellent opportunity to discuss the many services his profession provides, as well as some of the little known sidelights.

What the realtor actually does when he makes a speech is to make people more aware of his business and the service it provides. This is public relations in its truest sense, because the public judges a business

or profession on the basis of information available. The less it knows about something, the less favorable its probable reaction. Making a speech has obvious practical benefits as well, and can often be as effective as a string of advertisements.

Every business comes under the fire of criticism occasionally. The important consideration is not the truth or untruth of the criticism, but your reaction. It is neither good public relations — nor good business to simply laugh off the criticism, even when it is offered in a good-natured way. Here is an opportunity to set the record straight immediately by countering with the correct information.

Misconceptions and criticisms can occur at a number of levels, and often they do not affect our own businesses directly. They do, however, affect the overall public relations of the profession, and each realtor should be quick to grasp the opportunity of combatting them. Such opportunities occur frequently, at community or ratepayers' meetings, in city council and occasionally, the newspapers.

Often we are too busy to work out a reply, yet here is one of the most important public relations opportunities of all.

Your individual public relations program is a continuing program that will go on day after day. It is as important as your sales technique, or the routines you have set up for speedy servicing of customer needs. No amount of publicity alone can do the job. It is the constant responsibility of the individuals who make up the profession as a whole.

Here are a number of concrete steps you can take to improve public attitudes to your business and profession:

—you can take active part in the im-

portant community activities of your area;

—you can see that the public receives truthful and useful information about your business and profession; in this way you will counter untruthful or distorted criticism by getting the true facts across.

—you and your staff can make use of every opportunity to discuss your business, either on a speakers' platform, or during informal discussions;

—you can issue statements on subjects about which you are in a position to speak authoritatively, when ever opportunities occur. Again, you will be giving out useful information about your profession.

—you can see that the public receives a favorable impression of your business by making sure that telephone and personal contacts are handled properly.

Public relations is no mystery: it's a matter of ensuring that everyone carrying out his job properly and then ensuring that the public knows this is the case.

Buy and Use Christmas Seals



Help Fight TB



Association of Real Estate Boards

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VANCOUVER REALTORS REQUEST SUNDAY CLOSING

Members of the Vancouver Real Estate Board meeting in the Hotel Georgia November 19th passed, by a large majority, a resolution calling upon the attorney-general of B.C. to enforce the Lord's Day Act in respect to real estate open houses on Sundays. The board offered its full cooperation in any steps he might take to bring such enforcement about provide such enforcement was universally effective in the general trading area of the board members.

The full resolution is as follows:

WHEREAS we, the members of the Vancouver Real Estate Board, are in principle opposed to the showing and selling of real estate on Sundays, and would be in sympathy with any practical measures to end such practices and

WHEREAS we would voluntarily, and as a body, desist from transacting business on Sundays, including the showing of houses, providing such practice could be made uniformly effective throughout our general trading area and

WHEREAS there are concerned in our trading area not only owners and builders but certain real estate agents which are not members of the Vancouver Real Estate Board, and are therefore not subject to its self-imposed standards and regulations

Be it therefore resolved that we call upon the attorney-general of the province of British Columbia to take such steps as may be required and as may be provided under the Lord's Day Act or which might properly be provided to bring about an immediate end to the transaction of all real estate business on Sunday, including the showing of houses for sale.

The question, brought before the meeting in the form of a special amendment to the board by-laws by John Roberts of H. A. Roberts Ltd., a past-president of the VREB, was discussed at considerable length. Mr. Robert's motion to amend the by-laws to prohibit Sunday real estate activity by board members and which called for enforcement by the board on report of infractions received from members was lost when it did not receive the 75% majority necessary for motions amending the by-laws of the board.

The subsequent resolution calling upon the attorney-general for universal enforcement of the Lord's Day Act in respect to real estate in the boards trading area passed 80-16.

B.C. TO ENJOY MUSIC SPONSORED BY VANCOUVER REAL ESTATE BOARD

Handel's sacred oratorio, "The Messiah", will be presented as a public service and Christmas greeting by the Vancouver Real Estate Board in a special Boxing Day broadcast over radio station CKLG. (CKLG broadcasts on the 730 band.) The broadcast will be heard between 2.05 p.m. and 5.00 p.m. on December 26.

The broadcast will feature a recording by the Liverpool Philharmonic Orchestra and the Huddersfield Choral Society conducted by Sir Malcolm Sargeant. Included will be a short introduction and readings of the appropriate scripture passages prior to playing of each of the three parts of the performance.

Soloists on the recording, recognized as one of the classics in sacred music, are Elsie Morrison, Marjorie Thomas, Richard Lewis and Norman Walker.

The Appraisal Institute of Canada

invites all Realtors to attend

The 22nd. National Conference and 3 DAY APPRAISAL COURSE

March 23rd. - 24th. - 25th. — 1959

FORT GARRY HOTEL — WINNIPEG

Course will consist of:

Lectures . . . Case Studies . . . Panels

for further information please write

Mr. W. N. Mulock, Executive Director
The Appraisal Institute of Canada
307 Childs Bldg., Winnipeg, Man.

PLAN NOW TO ATTEND!

ABOUT THE CONVENTION

The 1959 Ontario Realtors' Conference promises to hit a new high in attendance records. One reason for this is the assurance given by the Convention Executive, that the panel sessions will be thoroughly enlightening. The *primum mobile* of all conventions is the program. If the Agenda contains determinate values which will benefit a Realtor, then he will become a delegate.

One does, granted, take in various conferences for the social activities but primarily, the big reason for attendance is the search, and expectation, of new knowledge.

At your 1959 Convention in London, you can expect, amongst other activities—two highly informative panel sessions. Under Moderator A. G. Sanagan, Manager of the Industrial and Commercial Department of J. A. Willoughby & Sons Ltd., Toronto, an interesting Brokers' and Salesman-agers' Seminar will be held. This should provide valuable clues to successful Sales Operations and Management.

Grant Phinney of Hamilton, will moderate the Appraisal Panel. Mr. Phinney is Vice-President of the Appraisal Institute of Canada.

The experience of numerous Realtor Appraisers, operating both in Canada and the United States have, through their collective efforts, developed a comprehensive 'method of procedure'. This points up the fact that Appraising today has become almost a mathematical science. The standard of procedure now takes advantage of so many diversified physical aspects of property, that a Student Appraiser in 1959 has more to work with, than his experienced counterpart a decade ago.

At the 1959 Convention, the techniques of successful Appraisers will be exposed to any progressive Realtor who wishes to take this important step upwards! "The education, training and direction of Salesmen" will be the theme of the Brokers' and Salesman-agers' panel.

"Proper direction given to a salesman is rewarding to any Real Estate Company," says Bill Sanagan. "The purpose of this panel, is to expose the errors made in the education (or lack

(Continued on page 22)

ONTARIO ASSOCIATION REAL ESTATE BOARDS

37 ANNUAL 59 CONFERENCE

MARCH 1st — 2nd — 3rd

AT LONDON, ONT.

Registration Fee:

Brokers, Salesmen and Salesladies	\$35.00
Wives and Guests	20.00
Daily Registration	20.00

Registration fee includes EVERYTHING: ALL BUSINESS SESSIONS
ALL LUNCHEONS — ALL RECEPTIONS — ALL DINNERS
FINAL BANQUET — ENTERTAINMENT

*Watch January "Realtor" for Conference Preview

You'll be able to enjoy the 1959 O.A.R.E.B. convention in London more if you know that the hotel space you want is all arranged. And the best way to ensure that is to **register now**. Please send both your registration and reservation immediately. Be sure that the form below is filled out completely, not omitting the time of your arrival so your room can be ready when you want it.

O.A.R.E.B.'s 37th ANNUAL CONVENTION MARCH 1st-2nd-3rd. HOTEL LONDON LONDON, ONT.

TO: MR. H. W. FOLLOWS,
Ont. Association Real Estate Boards
109 Merton Street
Toronto 7

I plan to attend the conference, and enclose my cheque for \$..... to cover the registration fee. It is understood that in the event I am unable to attend, this advance will be refunded to me, provided I advise you before February 15th, 1959.

NAME STATUS
(Broker, Salesman, Guest)

ADDRESS CITY & PROV.

I am a member of the Board.

Hotel accommodation required ☐ Single ☐ Double ☐ Suite

Arrival date and time Departure date and time

Below I have indicated exactly how I would like my name to appear on my identification badge:

MY NAME WIFE'S NAME

Make cheque payable to
ONTARIO ASSOCIATION OF REAL ESTATE BOARDS

(If you do not wish to clip this coupon . . . order on your letterhead.)

ANNUAL CO-OP REVIEW



Phil Seagrove, better known as "Mr. Co-op", with the comparative review of co-op operations across the Dominion.

Vancouver M.L.S. To Install Cross-Index System For Listings

The Multiple Listing Service of the Vancouver Real Estate Board has decided to proceed with installation of a Macbee System for cross-indexing listings.

Purpose of the service will be to provide offices specializing in properties in one area of Greater Vancouver, but who have a client desiring property in another area with which they are not familiar, with the listing numbers of homes offered for sale in that area and suited to the needs of their client.

Indexing will be done according to a number of facts such as total price, down payment, size, location, etc. A telephone call to the Board office giving facts will provide the sales person with the listings numbers of appropriate offerings. A quick check with the salesman's own file of Multiple Listings will then give him detailed information on any of the properties.

Breakfast Meetings

Lethbridge, along with Peterborough, Ontario, (Peterborough's story ran in July Realtor) have found that morning coffee or breakfast meetings are proving quite successful.

Lethbridge reports that these coffee sessions bring up many problems in co-op listings, which can be discussed and commented on, while the mind is fresh and enthusiastic. To further stimulate Lethbridge salesmen in the advantages of co-op listing, the Board conjured a "Name in the Hat" contest. Each month, the name of each salesman that negotiates a listing, is placed in a hat, with the name drawn to receive a ladies' or man's watch, valued at \$80. Len Perkinson was the September winner.

Ottawa

Ottawa Board has their members running around like mad, picking up passes . . . running back "Kicks" . . . passing the bucks . . . all in the form of a Board-wide co-op contest entitled "Big 9—Football competition."

Gene Lavoie, Chairman of the Co-op Committee says: "We have separated all Realtors into nine teams, Rough Riders; Blue Bombers, Argos, etc. (Note we didn't mention Hamilton) and each team attempts to get in the most sales and listings in any one of four months. Winning team receives the pennant each month. Winning team also receives a free dinner and a silver dollar for those in attendance at the awards dinner". Mr. Lavoie adds, "By the way, the teams were chosen on the basis of the num-

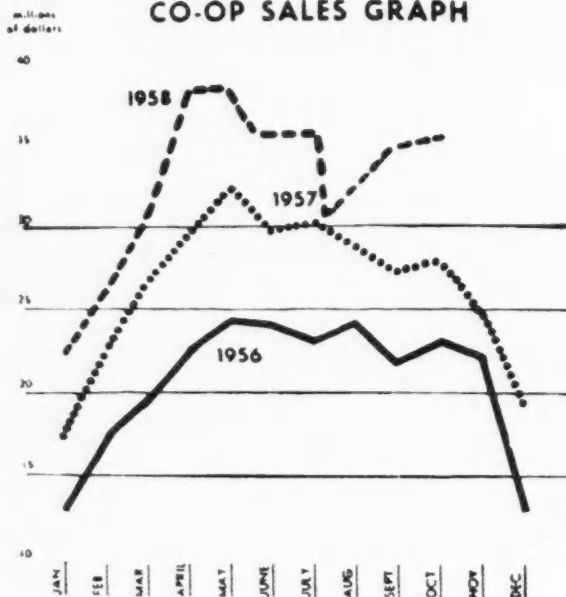
ber of salesmen, total dollar volume, and other unscientific methods!" We understand that the top lister and seller of the entire nine teams will also be awarded \$50 each.

North Battleford Forges Ahead

The City of North Battleford, Alberta, a town of 10,000, commenced a multiple listing service June 1st. Starting from scratch, the Board showed a gain of \$96,740 in co-op sales in the first four months, with enthusiasm gaining impetus as each month passes.

President of the new MLS is A. Peterson, with Miss Joan Wheeldon as Secretary-Treasurer.

CO-OP SALES GRAPH



Pre-Licensing Course Commenced in B.C.

The first class in the newly revised pre-licensing course being conducted by the University of British Columbia on behalf of the Real Estate Council of B.C. started on Monday, November 17. Fifty-seven students registered. The classroom course is for license applicants from the Greater Vancouver and Lower Mainland area. Students in other areas of the province will continue to take a correspondence course.

* * *

- To drive a nail without smashing a thumb, hold the hammer with both hands.

CAREB CO-OP Statistics for October 1958

Positions as of Oct. 31st, 1957		Board	Gross Co-Op Sales			Listings			Listings Sold			Population in Thousands
1957	1958		Year to Date	Oct., 1958	Oct., 1957	Year to Date	Oct., 1958	Oct., 1957	Year to Date	Oct., 1958	Oct., 1957	
1	1	Toronto	\$109,353,332	\$12,910,995	\$ 8,761,278	20,494	2,392	1,711	6,852	798	552	1,460
2	2	Hamilton	36,891,236	3,432,375	3,538,035	8,703	790	731	3,045	268	305	260
3	3	Vancouver	34,922,339	3,795,035	3,004,397	11,432	1,058	781	2,925	314	238	650
4	4	Montreal	20,631,388	2,364,847	2,663,350	2,616	347	244	793	102	78	1,600
5	5	Calgary	18,927,885	1,744,994	1,444,216	4,443	440	336	1,372	130	106	210
6	6	Ottawa	18,344,880	1,546,075	1,182,475	2,997	282	312	1,154	87	93	220
7	7	Winnipeg	16,656,794	1,502,525	1,502,550	3,253	247	287	1,532	166	134	390
8	8	London	10,743,879	1,114,625	696,280	2,156	195	224	973	100	67	101
9	9	Edmonton	10,004,295	1,108,590	931,970	3,756	342	377	859	93	79	280
10	10	Victoria	7,456,802	689,773	673,058	1,918	166	163	821	75	67	125
11	11	Kitchener-Waterloo	7,148,665	738,780	579,650	1,531	146	125	625	57	50	60
12	12	New Westminster	6,544,578	645,700	763,130	3,257	290	263	804	69	86	50
13	13	Saskatoon	3,585,873	518,185	225,250	1,030	91	72	417	59	32	70
14	14	Brantford	3,125,881	291,865	270,703	609	47	59	395	35	27	53
15	15	Peterborough	2,248,799	261,880	57,200	597	62	14	206	24	5	45
16	16	Sarnia-Lambton	1,869,559	173,950	74,500	405	41	24	163	14	7	45
17	17	Windsor	1,783,708	155,200	128,000	571	56	46	161	19	11	45
18	18	St. Catharines-Niagara	1,678,926	112,990	46,800	648	37	23	165	13	5	40
19	19	South Peel	1,663,630	163,550	198,048	364	28	44	100	9	11	45
20	20	Oakville-Trafalgar	1,622,920	145,700	223,475	269	40	25	88	8	13	20
21	21	Oshawa	1,389,063	113,010	50,500	373	18	32	169	15	6	13
22	22	Oshawa and District	1,351,660	165,450	58,800	353	46	21	112	12	6	50
23	23	Greater Niagara	1,058,405	90,900	—	329	26	—	85	8	—	90
24	24	Georgian Bay and District	823,967	123,800	39,200	188	30	5	77	12	3	32
25	25	Regina	816,147	83,000	90,350	264	21	29	75	7	8	80
26	26	Fort William	814,650	108,800	104,150	202	21	15	83	8	12	42
27	27	Kingston	743,200	63,900	36,500	102	10	7	51	3	3	47
28	28	Galt-Preston-Hespeler	740,375	143,675	27,950	214	21	14	70	15	5	23
29	29	Welland and District	503,485	29,300	62,000	350	30	38	60	3	3	40
30	30	Chatham	493,100	43,200	6,600	127	10	13	45	3	1	26
31	31	Tri-County (Ont.)	363,550	51,800	—	168	22	—	22	6	—	30
32	32	Lethbridge	338,759	37,059	—	162	19	—	30	4	—	31
33	33	Central Alta. (Red Deer)	324,581	20,500	47,550	155	13	8	37	2	5	17
34	34	Barrie and District	300,600	9,500	40,500	107	12	14	25	1	4	15
35	35	Cornwall	287,889	nil	nil	135	3	6	26	nil	nil	30
36	36	Sault Ste. Marie	286,600	65,700	18,400	68	8	4	25	3	2	41
37	37	Orangeville	160,050	16,000	—	68	1	—	14	1	—	10
38	38	Nanaimo County	131,010	nil	—	133	4	—	13	nil	—	30
TOTALS			\$331,870,388	\$34,583,228	\$27,647,266	76,996	7,412	6,111	22,502	2,543	2,028	



Association of Real Estate Boards

Executive Committee:

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Past President:

P. A. Seagrove, Hamilton.
Secretary-Treasurer: H. W. Follows.

(These listings are valid until December 31st. or later)

Listing No.	Type of Property	Location of property	Listing price	Listing Broker	Selling Broker Comm.
0-2516	Urban, 2 houses, 2 cabins	Atherley	\$ 9,500.	R. J. Slessor, 19 Collier St., Barrie	3.80
0-2515	Housekeeping cottages & main lodge	Baysville	\$ 28,500.	R. C. Sanborn, Baysville	5.80
0-2507	Summer estate	Beaverton	\$ 81,000.	Gibson Bros. Limited, 100 University Ave., Toronto	3.80
0-2506	Country executive residence	Brampton (12 mi north) ..	\$ 38,000.	D. H. Maxwell Ltd., Box 12, Clarkson	3.80
0-2434	Farm, 139½ acres	Brampton, per acre	\$ 1,000.	Gordon A. Hutchison, 29 Queen St., Brampton	3.80
0-2438	Vacant land	Brantford (½ mi north) ..	\$ 21,000.	Misener-White & Co., 13½ George St., Brantford	3.80
0-2480	Summer resort	1 mi east of Dorset	\$ 48,000.	Thos. N. Shea, Box 3, Markham	5.80
0-2499	Gas station, snack bar	4 mi west of Fenelon Falls	\$ 27,000.	Goodman, Arkwright & Anderson Ltd., 64 Lindsay St. S., Lindsay	5.80
0-2511	Summer residence	Gibson twp.	\$ 7,500.	Chambers & Meredith Ltd., 227 Eglinton W., Toronto	5.80
0-2437	Summer residence land	Humphrey twp., per ft. ..	\$ 10.	Lloyd Realty (Oshawa) Ltd., 93 Simcoe St. N., Oshawa	5.80
0-2226	Garage, showroom	Jarvis	\$ 50,000.	P. J. Harvey, 63 Darling St., Brantford	3.80
0-2199	Retail florist business & greenhouses	Centerville	\$ 90,000.	Dawn Duench, 52½ King St. N., Waterloo ..	5.80
0-2343	Urban residence	Kitchener	\$ 43,000.	Hessenaur & Shantz, 385 Frederick St., Kitchener	3.80
0-2483	Year round lodge	Lindsay	\$ 28,500.	Don Waterman, 47 Lindsay St. S., Lindsay	3.80
0-2475	Gen. store, restaurant, service station	Minden	\$ 35,000.	W. J. Sansford, 248 Queen St. E., Brampton	3.80
0-2067	Motel	Niagara Falls	\$100,000.	R. C. Young Realty Ltd., 687 Queen St., Niagara Falls	3.80
0-2509	Produce business	Parkhill	\$120,000.	Hugh McKervill, 402 Dundas St., London	3.80
0-1900	Summer resort	Presqu'île Point	\$ 35,000.	Lorne L. Smith, 294 Aylmer St., Peterborough	5.80
0-2517	Restaurant	Stroud	\$ 30,000.	R. J. Slessor, 19 Collier St., Barrie	3.80
0-2481	Pharmacy business & equip.	St. Catharines	\$ 8,000.	Gordon Brisson Real Estate, 30 Geneva St., St. Catharines	5.80
0-2518	Farm, dairy, 200 acres	Thorah twp.	\$ 30,000.	John F. deWith, Realtor, Newcastle	3.80
0-2498	Farm, dairy, 265 acres	Ops twp.	\$100,000	Don Waterman, 47 Lindsay St. S., Lindsay ..	3.80
0-2433	Farm, 200 acres	Toronto twp., per acre	\$ 1,200.	Gordon A. Hutchison, 29 Queen St., Brampton	3.80
0-2249	Farm, 150 acres	6 mi west Lindsay	\$ 27,000.	Sackville Agency Ltd., 166 Brock, Peterborough	5.80
0-2519	Vacant land, 18 acres	Fort Erie	\$ 35,000.	Percy C. Walton, 42 James St. S., Hamilton	3.80
0-2520	Vacant land, 18½ acres	Fort Erie	\$ 40,000.	Percy C. Walton, 42 James St. S., Hamilton	3.80
0-2521	Summer resort business	Manitowaning	\$ 25,000.	Bert Weir & Sons Ltd., 237 Dundas St., London	5.80
0-2522	Furniture & appliance store	St. Catharines	\$ 90,000.	H. E. Rose & Co. Ltd., 3 Queen St., St. Catharines	3.80
0-2523	Summer resort	Dorset	\$ 18,000.	L. Klus, Realtor, 780 Dundas W., Toronto ..	5.80
0-2524	Farm, 100 acres	King twp	\$ 50,000.	Toronto General Trusts Corp.	3.80
0-2525	Country residence	# 8a hwy, Queenston — St. Davids	\$ 16,000.	Jim Usher, Niagara on the Lake	3.80

(Continued opposite page)

Advertising and Promotion

(Continued from page 11)

initials which we can retain constantly, to use as a key or framework when we start our lay-out and copy.

A— ATTENTION

I— INTEREST

D— DESIRE

A— ACTION

ATTENTION — by use of a good head (heading), geometric pattern, and/or illustration, we have captured the attention of our audience.

INTEREST — Now we have their attention we want to keep their interest, so we write body copy that stimulates.

DESIRE — Here we attempt to create a desire. We make our reader wish that he had what we're selling.

ACTION — This last is important. So many salesmen complain that they just can't close a sale. The same problem exists in an ad. Usually at the bottom of the Ad, we notice a phrase or message that says "ACT TODAY—ACT RIGHT NOW . . . SEE THIS TODAY—PHONE THIS EVENING . . . OUR OFFICE IS OPEN TIL 10 P.M."

You've heard it said many times, "A picture speaks a thousand words." How apropos this is. For a picture does arouse an emotion. (More about this in a later installment.)

The following will be integrated into future articles, however, in the meantime we offer them now, so that you will start thinking along these lines.

Five essential points for the formation of a good ad. You must make your audience:

Complaint Dxpt.
O'Whango Typxwritxr Co.
444 Xast 49th Strxxt
Toronto, Ont.

Dxar Sirs:

I rxcxntly purchasxd onx of your typxwritxrs and I must say I am having a grxat dxal of troublx with it. Thx kxys sxxm to bx miexd up somxwhat.

As you can sxx, thx fifth lxttxr of thx alphabxt is miexd up with thx 24th lxttxr.

Now I fxxl surx that you folks would want to straightxn this mattxr out, so would you kindly sxnd a rxpairman to makx thx nxcxsxary adjustmxnts and obligx.

Thanking you for anticipatxd courtxsixs, I rxmain

Novxmbxr 15th, 1958

yours truly,

Pxrcival P. Wilbxfrcx

Los Vegas Son

Five year old: "Dad, why can't I go out and play like the other kids?"

Father: "Shut up and deal the cards!"

Down in Texas there was this huge herd of stampeding cows, wild-eyed as they rushed along. In the forefront there was a mean looking cow who, as she ran, looked over her shoulder and said: "Hey! Watch who you're shoving!"

He Didn't Mean It

Q. Mrs. Jones, on your direct examination you stated that your husband was unkind in his remarks to you. It is a fact, is it not, that he would tell you he loved you?

A. Yes, but it was the way he said it. I would ask him if he loved me, and he would say, "Of course I love you. Can't you get that through your big fat head?"

- 1). See it.
- 2). Read it.
- 3). Understand it.
- 4). Believe it.
- 5). Want it.

There you have the key to good advertising in a nutshell. Think about these five musts everytime you write an Ad. You can't miss!

The next installment will be entitled "Silent Salesmen" and will deal with all types of signs, and their importance.

REGINA

Regina Board members, feeling that their Multiple Listing Service wasn't operating at full efficiency, decided to call a meeting on November 28th., to determine a program which would increase the value of the service. Among the suggestions advanced, was the comment that better liaison was needed between Regina Realtors. It was also suggested that an advertising campaign be adopted to make the public aware of the possibilities offered.

W. Frank Johns, Executive-Secretary of the Calgary Real Estate Board addressed the meetings.

(Continued from opposite page)

0-2526	Nursing home	Warton	\$ 16,500.	C. O. Hanbidge & Co., 902 2nd Ave. E., Owen Sound	5.80
0-2527	Vacant land	Barrie	\$ 26,000.	O. H. Lacey Real Estate, 98 Bayfield St., Barrie	3.80
0-2528	Manufacturing plant, office, warehouse	Acton	\$ 30,000.	W. H. Bosley & Co., 27 Wellesley St. E., Toronto	3.80
0-2529	Residence	Port Rowan	\$ 5,500.	Gordon Brisson, Realtor, 30 Geneva St., St. Catharines	5.80

COAST-TO-COAST

NEWFOUNDLAND

At the Newfoundland Housing Conference held in St. John's November 15th, two St. John's Real Estate Brokers presented a brief to the delegates.

The conference was jointly sponsored by the St. John's Home Builder's Association and the National House Builder's Association.

The brief, prepared by Stan Condon and Pat Martin, concerned the problem of non-availability of subdivisions on unserviced land in Newfoundland.

The Brief

"Our greatest problem today is the non-availability of sub-divisions on unserviced land. We are quite aware that sub-divisions with septic tanks are in use in different parts of the mainland and the United States. The two reasons given for the almost total ban on septic tanks on the outskirts of our city are . . . the type of our local soil and weather conditions. We would like someone in authority to check these reasons and see if there is such a difference in our type of soil and weather conditions. We think that the difference would have to be vast to stop the use of septic tanks locally when the setting up of full water and sewerage systems on a large scale would be out of our reach with the costs of such systems so high.

Low cost housing in our city seems to be running between \$15,000 and \$16,000. To buy one of these homes under Central Mortgage financing, the down payment required runs approximately \$3,500 to \$4,000. The minimum income to purchase has to be around \$3,600. We find that there are quite a number of good solid citizens who we have to turn down be-

NIAGARA Board Honours Civic Leaders



The Greater Niagara Real Estate Board, at their recent Second Annual Civic Night, welcomed as guests the members of three Municipal Councils. Mr. F. H. Leslie, Publisher of the Evening Review, was Principal speaker. Reading from left to right: Mr. and Mrs. E. Jeremias, Mr. and Mrs. F. H. Leslie, Andrew Hawreliak, Mrs. and Mr. Ed. Holt.

cause they have neither the \$3,500 down payment or the income required. The point we would like to make concerning this is that we are aware that there is a difference of two or three thousand dollars in the cost of building between here and the mainland. We know that this difference in cost on a home priced around \$15,000 to \$16,000 affects the down payment on such a home. Our question is whether some adjustment can be made in the down payment to allow for this difference."

WINNIPEG

Fort Garry Hotel, Winnipeg was the scene of the 10th Annual Convention of the Manitoba Real Estate Association, held November 17th and 18th. Guest Speakers were: Don Koyl, President-elect C.A.R.E.B.; Cliff Krueger, Willmette, Ill., and the Hon. Sterling Lyon, Attorney-general of Manitoba.

• When you're average you're as close to the bottom as the top!



HOW POLAROID CAMERAS HELP REALTORS

1. Pictures in a minute.
2. Good pictures assured before leaving spot.
3. Pictures available for reference when report is being written.
4. Speed-up of mortgage decisions. Wins customer good will.
5. Anyone can operate day or night.
6. Films readily available.

Polaroid 60-second pictures attached to appraisal reports, given to prospective buyers or to the local newspaper to beat advertising deadlines all mean a big saving in time and money. Remember . . . the picture you want . . . when you want it.

H. C. TUGWELL & CO. LTD.

223 BAY ST. • TORONTO • EMpire 4-2286

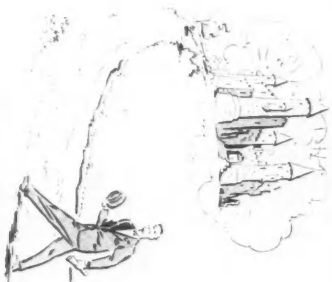
ADD 'EDUCATION' TO YOUR OFFICE LIBRARY

The following books may be purchased from the Canadian Association of Real Estate Boards, 109 Merton Street, Toronto 7. Start a comprehensive collection today!

EACH		EACH	
1	Real Estate Salesman's Handbook	26	How to Get Profitable Listings Through Advertising, C. Woessner
2	Real Estate Advertising	27	How to Estimate, Townsend
3		28	How to Make Your Farm Pay, Malone
4	Tested Talks for Sales Meeting	29	How to Plan a House, Townsend, Dalzell
5	Real Estate Exchanges	30	How to Operate a Real Estate Business, McMichael
6	Real Estate — It's Wonderful	31	How to Value Real Estate
7	The Successful Salesman	32	Managing a Farm, Johnson
8	New Business from Old Listings	33	Midwest Farm Handbook, Iowa State College Press
9	Greater Profits from Listings	34	Principles of Real Estate Management, Downs
10	Double Your Dollars	35	Questions & Answers About Real Estate, Prentice Hall
11	Agricultural Finance, W. G. Murray	36	Real Estate Law, Kratochvil
12	The Appraisal Process, Schnitz	37	Real Estate Subdivisions, McMichael
13	Appraisal Terminology and Handbook, A.I.R.E.A.	38	Real Estate Office Bookkeeping simplified, Prentice-Hall
14	Appraisal of Real Estate, A.I.R.E.A.	39	Real Estate Selling Aids, Prentice-Hall
15	Sales Ideas That Click	40	Selling Home Property, Geer
16	Appraising Manual, McMichael	41	Selling Real Estate, McMichael
17	The Business of Farming, Herrell Degraff and Ladd Haystead	42	Successful Real Estate Ideas, Prentice Hall
18	Culture of Cities, Lewis Mumford	43	Urban Land Economics, Ratcliff
19	Estimating Building Costs, Dingman	44	Valuation of Residential Real Estate, May
20	Farm Management, Hudelson	45	Successful Publicity & P.R., Prentice-Hall
21	Farm Management, Black, Clawson, Sayre & Wilcox	46	
22		47	
23	Farm Records and Accounts, Efferson		
24	Fundamentals of Real Estate Practice, Atkinson & Frailey		
25			

Book prices for Association members only, non-members add 20 %.

"Give me a man who thirsteth for knowledge and — I will show you a pillar of Society."



PAMPHLETS, CUTS, ETC.

48	Helpful Hints for Home Buyers	EACH
49	Helpful Hints for Home Sellers	.02
50	Helpful Hints on Using the Co-operative Listing Service	.03
51	Construction Pointers	.10
52	C.A.R.E.B. Realtor Cuts for letterhead, etc.	3.50
53	C.A.R.E.B. Realtor Window Stickers	.50
54	C.A.R.E.B. Realtor Lapel Pins and Buttons	1.50

Please send me the below material for which I have enclosed:

TO:
C.A.R.E.B.
109 Merton St.
Toronto 7

\$

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13,
14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25,
26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37,
38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49,
50, 51, 52, 53, 54

Name

Address:

City

If you don't wish to cut this coupon please order on your letterhead.

PERSON TO PERSON



Out of Retirement

... another good man that won't stay put, and, another Real Estate Firm that is astute enough to take advantage of this type of personnel is indicated when Real Panet-Raymond, a retired C.I.L. man joined staff of McKenzie, Hodgson, McKenzie Ltd. Montreal Realtors. ...

no witnesses

... an American lawyer was asked by his wife if the latest Vanguard balloon sputnick had successfully gone into orbit. He said "Don't know ... no witnesses.

someone got 'plastered'

... and then there was the lady who took back a roll of wallpaper left over from a purchase she had made twenty years before. "I know its a little late, but I'm sure you can sell it to someone else!" ...

Down with women

... says a Realtor, who had a woman already to sign an offer for a home she

thought simply divine. Suddenly a thought struck her and she said "just a moment" and delved into her purse from which she extracted a horoscope. She said "I can't buy this home for three weeks, the stars aren't favourable!" ...

there's many a slip

... twist the cup and the lip ruefully admits a man who had diligently scouted around for a piece of land with a view. He finally found a hill near Aurora, (outside of Toronto) and built his home with delighted anticipation of having a view which was uninterrupted for many miles over a valley. When built, his modern well-glassed home had windows on every side but that which would have overlooked the view! ...

cause for concern

... let us hope that our Board does not get the distorted publicity which occurred recently during Art Linklater's interview of a 4 year old, in one of his regular 'Children are funny' series. While talking to the pre-kindergarten mopster, he asked the child what he thought of school Principals. The four year old said "I don't like school Principals. First he gets the kids in his room and scolds them, then he spansks them with the board of education!" ...

let them drink old "Crow"

... The Sat. Eve. Post, in a recent article about Crows, states that a large group of crow hunters headed for an Island in the Mississippi to shoot "a couple of million Canadian Crows." We wish they'd leave our good Canadian Crows alone! Incidentally the group of hunters never got to the Island. Seems they got detained at a friendly tavern.

Convention

(Continued from page 15)

of) and training of the salesman. If we can tighten our office policies and arm the salesman with the necessary knowledge to conduct our affairs efficiently and successfully, then we have indeed accomplished our aims."

"We hope to have" Mr. Sanagan concludes, "Four panel members whose collective experience will make our panel sessions highly informative. This much we can promise. We can firmly state that, any attending Realtor, no matter how successful now, will still find new techniques that will aid him during the competitive year ahead."

1959

If you're the long-range planning type, you may be interested to know, that next year, the National Association of Real Estate Boards of the United States will be holding its annual convention in Toronto, in November, 1959.

Also on the books for 1959 is the OAREB conference, scheduled for March 1st, 2nd, 3rd, in London, Ont., and the Canadian Association Conference scheduled for Saskatoon, in October.

REAL ESTATE COURSES

Appraisal Course No. 2

Feb. 23rd-Mar. 26th
Write Toronto Board
1881 Yonge St. Toronto

A.I.C. Appraisal Course

Mar. 23rd. - 25th.
(included in Conference)
Fort Garry Hotel, Winnipeg

Write Appraisal Institute
Canada
307 Childs Building
Winnipeg 2, Man.

They've Passed Beyond

Past President B.R.E.B.

Reginald Henwood (61) one of Brantford's best known Realtors, died November 12th. Reg. was a past-Director of the Ontario Association of Real Estate Boards, and participated in many National and Provincial Conventions. He was also an active member of many clubs and organizations. Brantford will miss this pioneer citizen.

Realtor Councillor

Senior Member of a Toronto Real Estate Firm, Treadway and Hall, George S. Treadway died November 3rd. at his home. He was in his 60's. He has been a member of East York Council for the past 12 years, and last month, signified his intentions of running again in the December elections. Although a member of many clubs including the Masonic Order, he still found time to be active in Anglican Church affairs. A host of people will miss him.

EVERYBODY

reads the

Spectator

There are more Spectators sold in Hamilton DAILY than there are homes in the city.

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AND QUICK ADVERTISING
RESULTS

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**SPECTATOR
WANT ADS**

Serving one of Canada's fastest
growing areas

THE HAMILTON SPECTATOR
Est. 1846 Hamilton, Ontario

REAL ESTATE DIRECTORY

GENERAL REAL ESTATE

- **CORNWALL, ONT.**
Dominic A. Battista, Realtor,
634 Augustus St.,
Cornwall, (the Seaway City).
- **NANAIMO, B.C.**
"On the blue Pacific"
Nanaimo Realty Co. Ltd.,
Nanaimo Realty Block.
- **SUMMERSIDE, P.E.I.**
"Summerside Realities"
Box 298, Summerside, P.E.I.
- **BARRIE, ONT.**
Charles A. Rogers Realtor,
Sterling Trusts Building,
Parkway 6-6387.
- **OTTAWA, ONT.**
P. Hubert McKeown,
McKeown Realities Ltd.,
169 Somerset St. W., (CE. 2-4806).
- **VANCOUVER, B.C.**
Len Korsch Realty Ltd.,
2331 Granville St.
- **FORT WILLIAM, ONT.**
Willport Realty Limited,
Fort William - Port Arthur.

FOR REAL ESTATE SALE

- **BRANDON, MAN.**
Hughes & Co. Ltd.,
125 - 10th Street.
- **CALGARY, ALTA.**
Burn-Weber Agencies,
218 Seventh Ave. W.
- **EDMONTON, ALTA.**
Spencer & Grierson Ltd.,
10517 Jasper Avenue.
- **NIAGARA FALLS, ONT.**
David D. McMillan, Limited,
1916 Main Street.
- **OTTAWA, ONT.**
Charles A. Brownlee Limited,
63 Sparks St.—Central 2-4203.
- **PETERBOROUGH, ONT.**
Irwin Sargent and Lowes,
441 Water Street.
- **QUEBEC, QUE.**
Ross Brothers & Company Limited,
P.O. Box 9 (Uppertown)
Lafontaine 2-4091
- **WINDSOR, ONT.**
Alex E. Hoffman,
930 London St. West.
- **CALGARY, ALTA.**
Clair J. Cote Ltd.,
41 Hollinsworth Bldg.
- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013 - 101A Ave.
- **OTTAWA, ONT.**
C. A. Fitzsimmons and Co. Ltd.,
Realtors, 197 Sparks Street,
Ottawa, Ont., Phone CE. 6-7101.

FOR INDUSTRIAL SITES AND PROPERTIES

- **CALGARY, ALTA.**
Clair J. Cote Ltd.,
41 Hollinsworth Bldg.
- **EDMONTON, ALTA.**
Melton Real Estate Ltd.,
10154 - 103rd Street., Phone 47221
- **EDMONTON, ALTA.**
Don Reid Real Estate Co.,
11563 Jasper Avenue.
- **FORT WILLIAM, ONT.**
G. R. Duncan & Co. Ltd.,
121 May Street.
- **HALIFAX, N.S.**
Roy Limited,
Roy Building.
- **REGINA, SASK.**
W. Clarence Mahon,
350 Western Trust Bldg.
- **WINDSOR, ONT.**
Alex E. Hoffman,
930 London St. West.
- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013 - 101A Ave.

FOR IDEAL STORE LOCATIONS

- **FORT WILLIAM, ONT.**
G. R. Duncan & Co. Ltd.,
121 May Street.

FOR APPRAISALS

- **CALGARY, ALTA.**
Ivan C. Robison & Company,
703-5 Street West,
Phone AMherst 63475.
- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013 - 101A Avenue.
- **TORONTO, ONT.**
Chambers & Meredith Ltd.,
24 King Street West.
- **ST. CATHARINES, ONT.**
Andy Hawrelak, Realtor,
Dominion Building, MUtual 4-2324.
- **OTTAWA, ONT.**
C. A. Fitzsimmons and Co. Ltd.,
Realtors, 197 Sparks Street,
Ottawa, Ont., Phone CE. 6-7101.

FOR SUMMER PROPERTIES

- **MUSKOKA, ONT.**
Francis J. Day,
Port Carling - Phone 84.

FOR PROPERTY MANAGEMENT

- **HALIFAX, N.S.**
Roy Limited,
Roy Building.
- **VANCOUVER, B.C.**
Blane, Fullerton & White Ltd.,
517 Hamilton Street.
- **WINDSOR, ONT.**
U. G. Reaume Ltd.,
176 London St. W.,
802 Canada Trust Bldg.
- **CALGARY, ALTA.**
Crown Trust Company,
227 Eighth Avenue W.

Rates for Professional Listings

For six insertions	\$50.00
For twelve insertions	\$80.00

WESTERN CANADIAN APPRAISALS

Arthur E. Jellis, M.A.I.

ACCREDITED MEMBER:

American Institute R.E.A. and
Appraisal Institute of Canada

MELTON REAL ESTATE LTD.

Head Office, Edmonton, 10154 - 103rd St.
Phone 47221

Calgary, 534 - 8th Avenue West
Phone AMhurst 6-8671

Vancouver, 2396 E. Broadway
Phone HAstings 9410

Rates for Advertising in the Real Estate Directory:

	Per Issue
3 lines — 12 issues	\$45.00
3 lines — 6 issues	29.00

Additional lines \$1.00 per issue.
No charge for city and province lines

PROFESSIONAL LISTINGS

HANKS & IRWIN ARCHITECTS

2848 Bloor St. W., Toronto
RO. 6-4155

FOR THE BEST INFORMATION ON B.C. REAL ESTATE

Office buildings, industrial and revenue prop-
erties, homes, building lots and sub-division
developments.

Write, wire or phone
BOULTBEE SWEET & CO. LTD.
555 Howe St., Vancouver, B.C. MU. 1-7221

It's all new all over again!

Starting December — All Ontario Realtors can take advantage of the new and lucrative Ontario Co-op listing Plan. Its startling new . . . Its better! PUTS YOUR STORY ON THE DESKS OF 5,700 WIDE AWAKE REALTORS AND SALESMEN FROM BORDER TO BORDER IN ONTARIO.

WHAT AN OPPORTUNITY YOU NOW HAVE TO CASH IN ON YOUR LISTINGS!



2 fine properties sold by Ont. listings.

SOLD by Alex Cowley — Toronto. Bobcaygeon summer resort, **\$50,000.**

SOLD by A. E. LePage — Port Credit. Urban Estate, Bronte, **\$81,000.**



LISTING FEES

Photo used - - - - - \$8.00
Non-photo - - - - - \$5.00
(Co-op forms, per pad \$1.50)

COMMISSION RATES

A copy of co-operative listing rules and regulations have been enclosed with the first set of O.A.R.E.B. Listings to reach you after December First.

In future these listings will accompany your regular listings from your local Board. Those members who do not subscribe to a co-op listing system of their own, will receive Ontario listings direct!

IF YOUR LISTING FITS THE FOLLOWING CATEGORIES YOU CAN PUT 5,700 BROKERS AND SALESMEN TO WORK FOR YOU. START TODAY!

Vacant land and Farms . . . Motels and Hotels . . . Industrial and Commercial properties . . . Country and Urban estates . . . Summer properties . . . and of course, Residential listings.

For further information and listing forms, write:

Ontario Association Real Estate Boards

109 Merton Street

Toronto 7

HUDSON 1-5191

START THIS MONTH . . . START TODAY!

